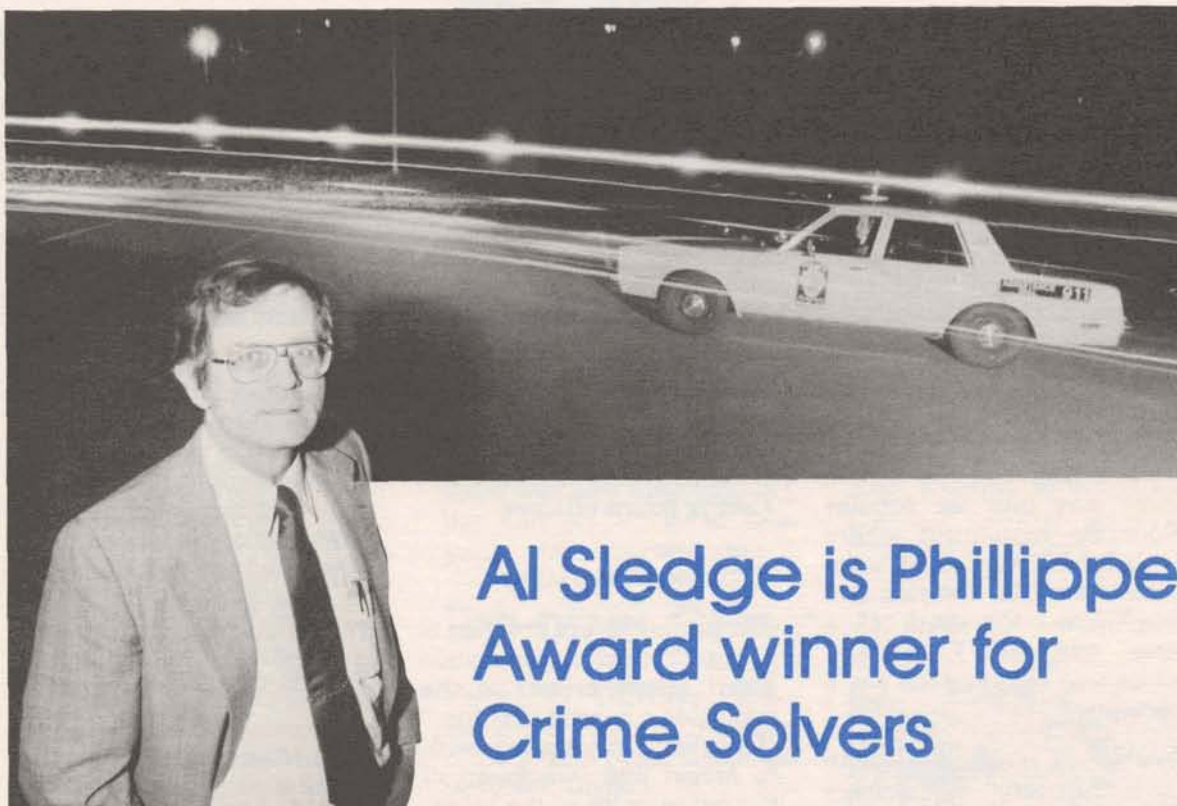


UPDATE

News and Information
for GEISCO Employees

Special Edition



Al Sledge is Phillippe Award winner for Crime Solvers

"My reaction when I heard I won was elation. I am extremely happy not only for the recognition Crime Solvers has received, but for the occasion to help put GEISCO in the forefront of General Electric," said Al Sledge.

Al, who is manager of operations support, Programs Management Operations, has been selected as a winner of the 1982 Gerald L. Phillippe Award for distinguished public service for his volunteer work in countering criminal

activities in the metropolitan Washington area.

Al is one of five winners chosen from 72 nominations submitted to the Phillippe Awards Committee. The 1982 Phillippe Award also goes to Helen Dudley of Mobile Communication Business Division in Lynchburg, Virginia; Eaustria Sabir from the Youngstown, Ohio, Central Apparatus Service Department; Frank Smith of the Room Air Conditioner Department in Louisville, Kentucky; and Anita van de Erve from the Large

Steam Turbine-Generator Department in Charleston, South Carolina.

All the winners will receive the Phillippe Medallion and will have the opportunity of designating a charity to receive a \$1000 grant from the General Electric Foundation.

Al was chosen as a winner for his work in establishing the Crime Solvers, a program designed to solve and deter crime in Montgomery County. "The program has contributed to the 1981 reduction in crime

cont'd. on p. 4

Crime Solvers arrest county crime

On the night of Tuesday, October 27, 1981, Michael O'Callahan was murdered by a single bullet shot in the head. Two armed robbers forced their way into the popular Rockville restaurant where O'Callahan was night manager, and after herding five employees into a small office area, surprised O'Callahan as he was counting the day's receipts.

Within 24 hours, the Montgomery County Crime Solvers Unit had written, printed, and distributed over 2000 pamphlets requesting any information in connection with the O'Callahan murder. Within two and one-half hours after the pamphlets hit the streets, calls were received concerning the crime. Due to the swift actions of this organization, three suspects were identified and arrested within two days of the murder.

This is only one of the over 130 felony arrests made in Montgomery County attributable to information obtained by its

Crime Solvers program, a non-profit organization founded in Montgomery County by Al, George Ludington, and George Heinrich, both Montgomery County police officers.

'Crime of the week'

The Crime Solvers program is set up to receive information about felony crimes in the county on a special "hotline." If a caller's information leads to arrest and indictment of the perpetrator of the crime, he or she becomes entitled to a reward ranging from \$100 to \$1000. Special arrangements enable the callers to remain anonymous.

Each week, detectives in the county police department select a particular crime for which all leads have proven fruitless. That crime is dubbed the "crime of the week," and is publicized through radio, television, and local newspapers.

The program works through collaboration among the

Montgomery County Police Department, the media, and a citizen board of directors consisting of 25 people active in the community. Board members perform planning and promotional functions, give presentations on the program to civic and service groups, raise funds for the rewards, and hear case descriptions to establish reward payments.

Al's involvement

In mid-1978, Al was asked by Montgomery County Police to help set up the program based on the original Crime Stoppers program in Albuquerque, New Mexico. Previously, Al had been involved in various crime prevention efforts with the Bethesda-Chevy Chase Exchange Club.

Working with officers Ludington and Heinrich, Al coordinated all community operations of the program. He obtained tax exempt status for the organization, produced initial promotional material,

fund raising literature, and as board chairman for the past three years, has presided over meeting activities. He also acts as spokesman with county and state officials.

How it works

In practice, the crime solvers program works like this: Callers with information on any felony crime occurring in the county may dial a special telephone number connected to the Crime Solvers desk at the police department. If the caller prefers to remain anonymous, he or she is given a code number, and relevant information about the crime is noted in detail by the police officer who takes the call. Although crimes of the week pay up to \$1000 for information leading to arrest or indictment, information on other crimes may pay from \$100 to \$1000.

Anonymous callers are contacted through the media, which can request that the original caller, identified by the code number, re-contact the Crime Solver's unit. A member of Crime Solvers then makes the payment to the informant in a public place.

The Crime Solvers program is feasible for three reasons: it doesn't cost taxpayers anything, all operating monies for the reward fund are obtained from private donations, and

the dollar ratio of reward money paid to stolen property recovered is one to sixteen.

A famous case

One of the more unusual and well publicized cases happened last January. Shortly before the inauguration of Ronald Reagan, three valuable Alaskan huskies, which had been flown to Washington specifically to participate in the inaugural parade, were stolen from their Montgomery County kennels. Although there was very little time left, the Alaskan inaugural delegation wanted desperately to

retrieve the dogs and called Crime Solvers for assistance. Using its extensive media network and offering a reward, Crime Solvers went to work. An anonymous tip was received, and the dogs were recovered in time for the parade.

Since its inception in 1978, the Montgomery County Crime Solvers program has been directly responsible for the arrest of over 137 felons, closing 344 felony cases, the recovery of over \$500,000 worth of stolen property, and has paid over \$30,000 in community donated reward money to confidential callers.

The other GE winners are ...

Helen W. Dudley, collector in the Finance Operation of the Mobile Communications Business Division in Lynchburg, Virginia, was chosen for her leadership of a wide range of projects to meet health and social welfare needs in the village of Evington, Virginia.



Eastria Sabir, flame spray operator for the Central Apparatus Service Department in Youngstown, Ohio, was singled out for his efforts to revitalize an underprivileged area of Youngstown.

Frank J. Smith, maintenance worker for the Room Air Conditioner Department in Louisville, Kentucky, was selected for his leadership of civic and charitable projects at the local and state levels.



Award honors public service

The Phillippe Award for Distinguished Public Service was established in 1970 in memory of the former GE board Chairman, Gerald L. Phillippe.

The late Mr. Phillippe was recognized as a national leader in the field of public service and the award program is designed to encourage other company employees to follow his leadership example. The award is intended to recognize public service beyond an employee's normal work assignment performed at the national, state, or community level.



Anita C. van de Erve, supervisor of the medical clinic and communications for the Large Steam Turbine-Generator Department in Charleston, South Carolina, was recognized for her contributions to health care planning at the county and state levels.

Nominations are submitted to an awards committee which this year included John F. Welch, GE's Chairman of the Board and Chief Executive Officer; Thomas O. Thorsen, Senior Vice President for Corporate Finance and Chairman of the GE Foundation Board of Trustees; Phillips S. Peter, Vice President for Corporate Government Relations; Arthur V. Puccini, Vice President for Corporate Employee Relations; and William A. Orme, Secretary of the GE Foundation.

A total of 64 individuals and two teams have now been named to receive Phillippe Awards since the program began.

AL SLEDGE

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in Montgomery County as a result of its deterrent byproduct," Al said about the successful program. "But there's still an awful lot of work to be done. One of the program's current goals is to make people even more aware of the program so they'll come forward with information that could help."

Not only does Al oversee operations of the Montgomery County Crime Solvers, but he is a member of the Board of Directors of Crime Stoppers U.S.A., Inc., the national organization for crime stoppers, which consists of over 240 crime prevention programs in the country.

Al has also been instrumental in establishing crime solvers programs in 16 of Maryland's 23 counties, as well as the District of Columbia.

Congratulations, Al, on winning this well-deserved award.

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Communications Specialist:
Mary Wattam

General Electric
Information Services
Company

GENERAL  ELECTRIC
U.S.A.

UPDATE

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for GEISCO Employees

Special Edition

To all GEISCO Employees:

It is my pleasure to announce the formation of a new senior management team for GEISCO. They are Arthur J. Marks, senior vice president, Programs Management Operations, Raymond W. Marshall, senior vice president, Technology Operations, and Michael J. Emmi, senior vice president,

Sales and Services Operations.

This step is another along the course begun a year-and-a-half ago with the introduction of matrix management and continued with the TMO organization of last year.

The creation of a senior management team will reduce the

number of those reporting directly to me and will put in place an executive group to share long-term strategy formation, decision making, and responsibility for our performance.

Each of the operations is composed of groups with similar focus and goals. They were formed to concentrate our ef-

cont. on next page



A.J. Marks
Senior Vice President
Programs Management
Operations

Art brings to his new position a long series of accomplishments packed into a few years. He came to GEISCO from Medical Systems in October 1980, and since that time he has been responsible for identifying GEISCO's major market opportunities and then organizing the Marketing Department to pursue those opportunities.



R.W. Marshall
Senior Vice President
Technology Operations

Ray has spent 14 of his 24 GE years at GEISCO. During that time he has contributed steadily to the technology area becoming vice president of the Systems Operations Department before being named vice president of the Programs Management Department. In that capacity, Ray was responsible for the effective implementation of our matrix organization.



M.J. Emmi
Senior Vice President
Sales and Services
Operations

In Mike's 13 years at GEISCO, he has risen steadily through the sales ranks. He began as an account representative and moved quickly upward to become vice president, National Sales Department. He has consistently exceeded his ambitious revenue targets, and most recently, he reorganized his entire department along TMO lines.

Cont. from p. 1

forts, reduce duplication, and encourage synergy.

As GEISCO's rapid growth continues, it became increasingly apparent that our organization was becoming strained. With this new organization in place, we will be able to keep pace with the demands of the business as we approach and exceed the billion dollar mark.

The first of the three new operations combines the activities of Programs Management and Marketing into the Programs Management Operations under Arthur J. Marks, senior vice president. This new operation brings together the two TMO-focused departments to reinforce their strengths and help eliminate duplication of effort.

The second change is the consolidation of all sales and services activities into the Sales and Services Operations under Michael J. Emmi, senior vice president. This new operation recognizes the global scope of GEISCO's sales or-

ganization and the global needs of many of our best sales prospects and current customers.

The third new operation is the Technology Operation made up of Engineering, Systems, and other technical components, under Raymond W. Marshall, senior vice president. Pooling these technical resources will contribute to their most efficient use. Our success has been built upon this area and our future depends on it. Also in this group is the Telecommunications and Information Processing Operations (TIPO), which joined us effective February 15. This \$100 million telecommunications and data processing business is headed by Joe Squarzini, and its 385 employees are headquartered in Schenectady.

Consolidating TIPO with GEISCO offers a number of benefits for both organizations, as well as G.E. First, there will be substantial savings achieved through sharing both capacity and peak load. There is also an opportunity to reduce communications expense by

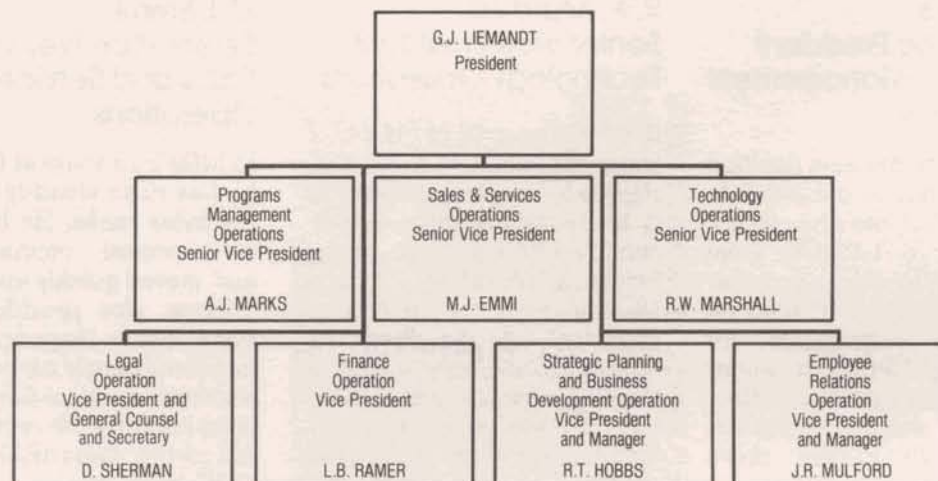
integrating TIPO's voice and GEISCO's data communications networks. Finally, there will be new career opportunities for both TIPO and GEISCO employees and the chance to share technical expertise. (A future edition of Update will profile this business.)

The remaining staff departments are relatively unaffected by this reorganization. The only change is the combination of Business Development and Strategic Planning. Paul Leadley, vice president and manager, reporting to Roger Hobbs, vice president and manager, will continue to head Business Development and will retain responsibility for Genigraphics. Also, the Employee Relations Operation has been realigned to serve the new operations.

This new organization will provide the structure necessary for our continued growth and strengthen us through the synergy that will develop from these operations.

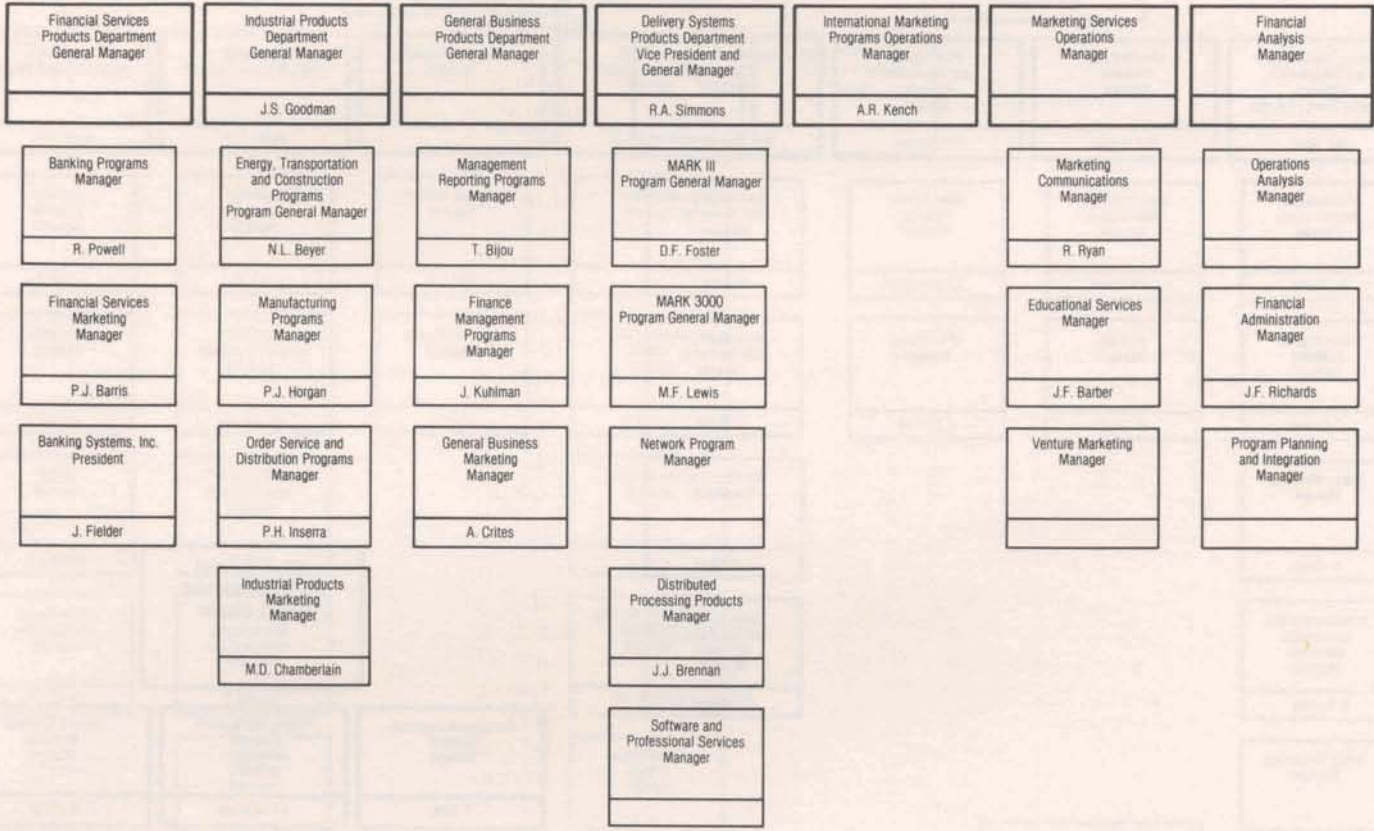
Gregory J. Liemandt

The New Organization

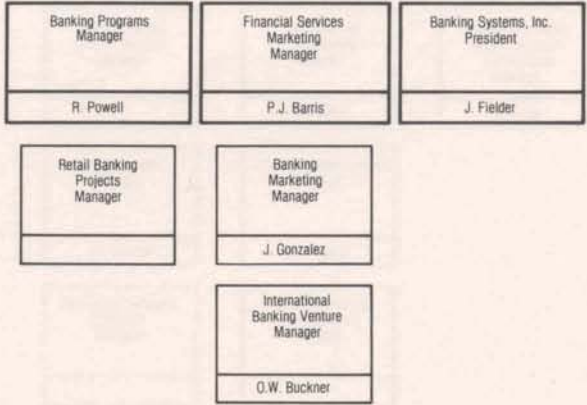


Programs Management Operations Organization

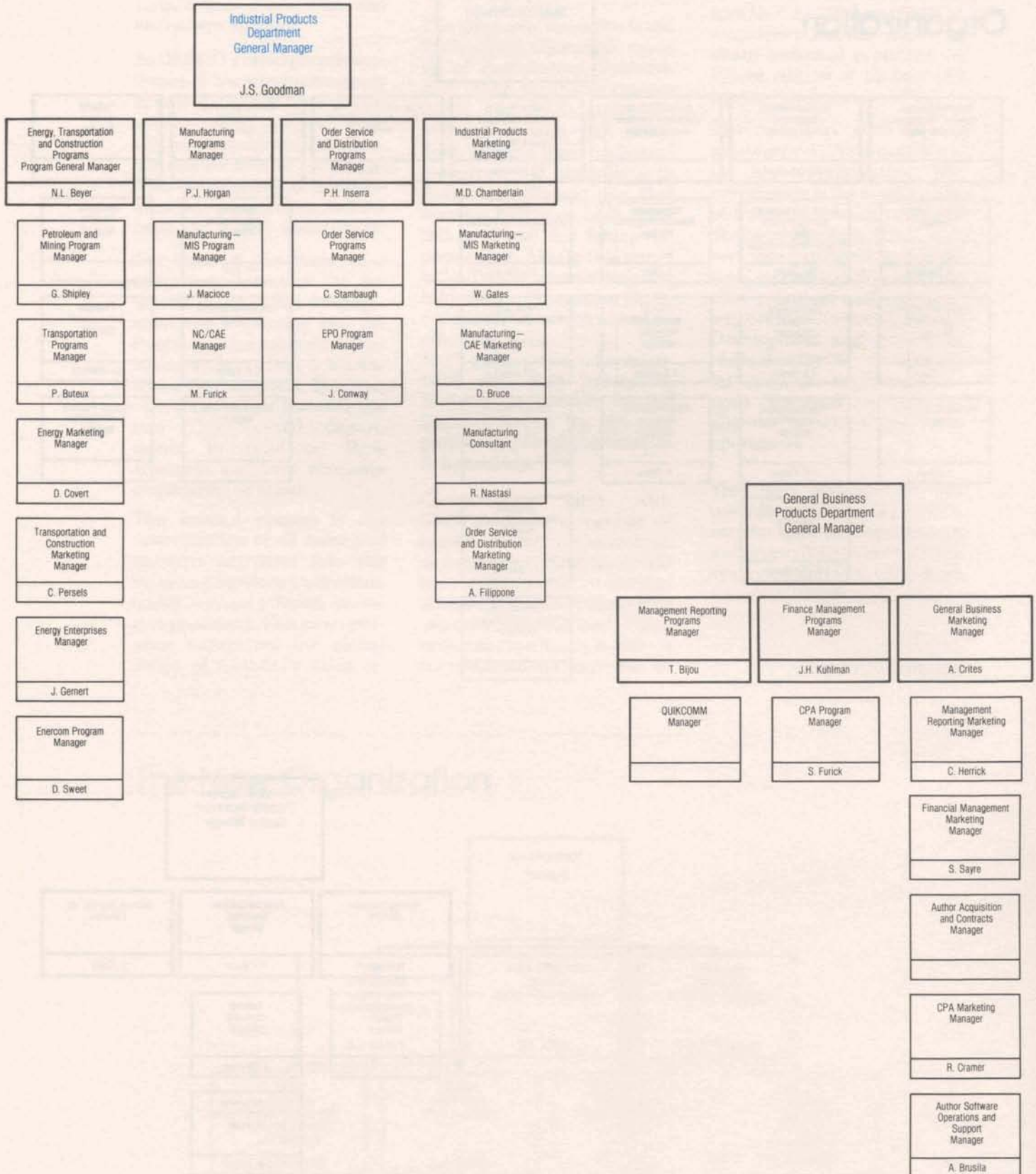
A.J. Marks
Senior Vice President



Financial Services Products Department General Manager



Programs Management Operations Organization continued



Programs Management Operations Organization continued

Delivery Systems
Products Marketing
Vice President and
General Manager
R.A. Simmons

MARK III Program General Manager	MARK 3000 Program General Manager	Network Program Manager	Distributed Processing Products Manager	Software and Professional Services Program Manager
D.F. Foster	M.F. Lewis		J.J. Brennan	

MARK III Marketing Manager	Advanced Systems Manager	Network Projects Manager	MARKLINK Manager
R. Dyer	D. Fox	W.F. Brill	

Foreground Manager	MARK 3000 Operations Projects Manager	Network Venture Manager	Mini Computer Project Manager
Z. Duastler	P.A. Fabrizio	A. Hyder	T.A. Kent

GCOS Manager	MARK 3000 System Projects Manager	Data Terminal Manager
R. Johnson	D. Votta	B. Girma

Requirements and Integration Manager	MARK 3000 Requirements and Integration Manager	DDP and Terminals Marketing Manager
C.F. Crotty	F. Howard	J.L. Heinbach

MARK 3000 Marketing Manager	Mini Computer Venture Manager
A. Heald	R. Specht

Requirements and Integration Manager
K. Boyne

Marketing Services
Operations
Manager

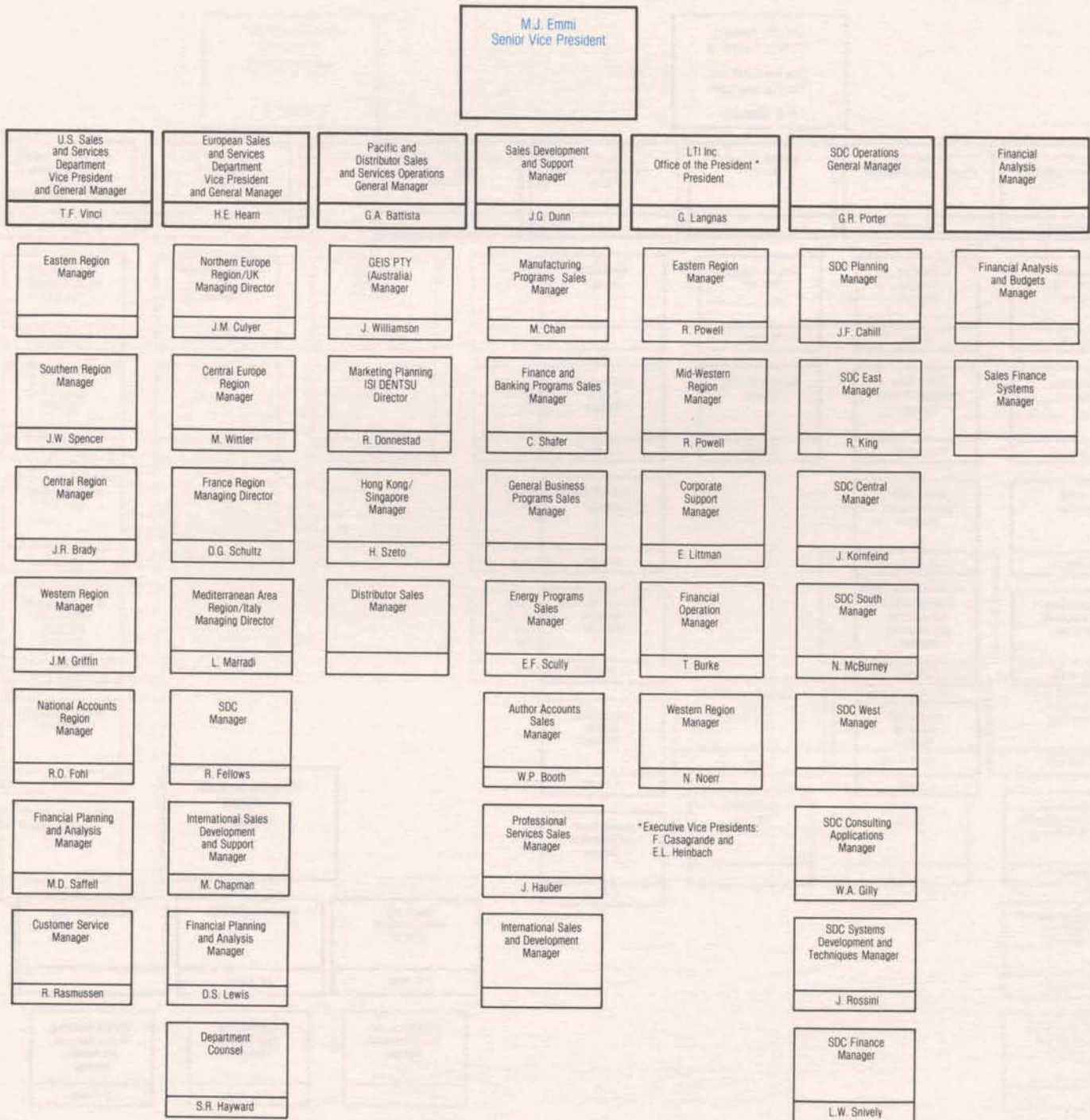
Marketing Communications Manager	Educational Services Manager	Venture Marketing
R. Ryan	J.F. Barber	

Advertising and Sales Promotion Manager	Technical and Field Training Manager	Venture Marketing Market Research and Analysis Manager
	F.A. Wood	S. Chang

Documentation Manager	Curriculum Development Manager
J.D. Nilsson	N.E. Wetzel

Data Communications Marketing Manager	Sales Training and Administration Manager

Sales and Services Operations Organization



Sales and Services Operations Organization continued

U.S. Sales & Services
Department
Vice President and
General Manager
T.F. Vinci

Eastern Region Manager	Southern Region Manager	Central Region Manager	Western Region Manager	National Accounts Region Manager	Financial Planning and Analysis Manager	Customer Service Manager
	J.W. Spencer	J.F. Brady	J.M. Griffin	R.O. Fohl	M.D. Saffell	R. Rasmussen
Eastern Manufacturing and Distribution (Lynchburg) Manager	Southern Manufacturing and Distribution (Atlanta) Manager	Great Lakes Manufacturing and Distribution (Detroit) Manager	Western Manufacturing and Distribution (Los Angeles) Manager	National Communications (Morristown) Manager	Financial Analysis and Budgets Manager	Industry Support Manager
B. Inderrieden	R. Simon	J. Connors	W. Betts	J. Sidgmore	E. Buchanan	M. Yourtee
Eastern Banking and Finance (New York) Manager	Southwest Energy (Houston) Manager	Chicago Business Manager	Western Banking and Business (Los Angeles) Manager	General Electric (Schenectady) Manager	Sales Systems Manager	Delivery Systems Support Manager
E. Mazur	W. Schwieger	J. Graham	H. Stover	P. Heiner	L. Denny	
New England Business (Boston) Manager	Southwest Business (Dallas) Manager	Great Lakes Business (Cleveland) Manager	Western Energy (Denver) Manager	National Management Services (New York) Manager		Operations Manager
V. Whiteley	L. Demarest	J. Crossley	H. Struve	D. Merenda		T. Day
Eastern Business (New York) Manager	Government Sales (District of Columbia) Manager	Mid-West Business (St. Louis) Manager	Northwest Business (San Francisco) Manager	Government Sales (District of Columbia) Manager		Sales Promotion and Services Manager
M. Holt	J. Erikson	D. Werner	D. Shepherd	J. Erikson		C. Bryars
Sales Development Manager	Southeast Business (Tampa) Manager	Mid-West Manufacturing and Distribution (Cincinnati) Manager	Sales Development Manager	Sales Development Manager		
R. Banaszek	T. LaSalle	D. Mulford	P. Mannetti	H. Hooper		
Technical Development and Support Manager	Southern Banking and Finance (District of Columbia) Manager	Sales Development Manager	Technical Development and Support Manager	Technical Development and Support Manager		
T. Sinopoli	A. Parsons	C. Wetmore		M. Silcox		
Financial Planning and Administration Manager	Sales Development Manager	Technical Development and Support Manager	Financial Planning and Administration Manager	Financial Planning and Administration Manager		
L. Rolla	W. Canada	S. Anichini	K. Slasor	L. Crisafulli		
	Technical Development and Support Manager	Financial Planning and Administration Manager				
	H. Henson	J. Welch				
	Financial Planning and Administration Manager					
	R. Friedmann					

Sales and Services Operations Organization continued

European Sales and Services Department
Vice President and General Manager
H.E. Hearn

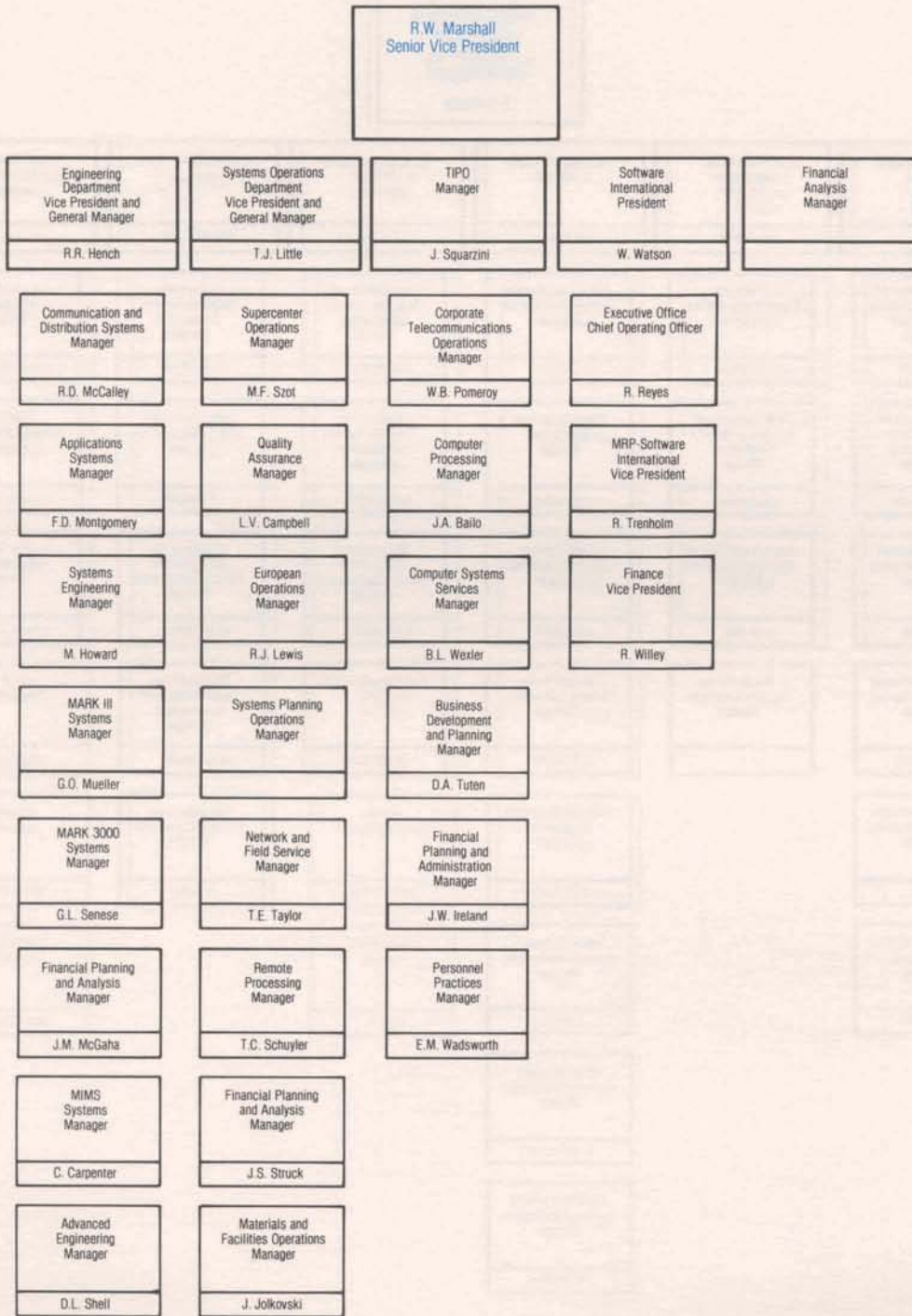
Northern Europe Region/UK Managing Director J.M. Culyer	Central Europe Region/Germany Manager M. Wittler	France Region Managing Director D.G. Schultz	Mediterranean Area Region/Italy Manager L. Marradi	SDC Manager R. Fellows	International Sales Development and Support Manager M.A. Chapman	Financial Planning and Analysis Manager D.S. Lewis	Department Counsel S.P. Hayward
Sales UK and Ireland Manager A.G. Boynton	Germany Managing Director N. Quinkert	National Sales Manager J. Bourdon	Sales (Italy) Manager C.E. Sironi	Custom Applications Support Manager C.F. Hurd	International Support and Special Projects Manager B.J.M. Clarke	Financial Procedures and Practices Manager P. Bogen	Attorney C. Thomas
SDC Manager D.S. Miner	Finance (Germany) Manager L. Georges	Employee Relations Manager	Marketing and SDC (Italy) Manager G. Venturi	MIMS Europe Product Manager F.O. Davis	International Accounts Development Manager R. Murray	Financial Systems Manager S. Saether	
Business Development and Venture Marketing Manager J. Taylor	Switzerland Manager K.H. Landolt	SDC Manager J.M. Vezin	Finance (Italy) Manager N. Galassi	Technical Services — MARK 3000 Specialist F.O. Davis	Reinsurance Systems Ltd. Manager H. Yrjola	Financial Analysis Manager W. Thompson	
Company Secretary L.W. North	Austria Manager C. Stiglitz	Finance Manager P.W. Rodger	Employee Relations Manager M. Berta	European Product Support Representative J. Roeder			
Market Programs Manager S.A. Bailey	Belgium Manager E.M. Vaes	Marketing Manager	Spain Managing Director E. Ferri-Pont	Customer Services Manager D.W.C. Vandenburg			
Employee Relations — Sales and Product Training Manager M.O. Bass	Netherlands Manager C.G. Hakkens		Administration Manager F. Neri				
Sweden and Nordic Distributors L. Westling							
Norway Manager H. Ringnes							
Financial Controller R. Davis							

Sales and Services Operations Organization continued

Systems Development and Consulting Operation
General Manager
G.R. Porter

SDC Planning Manager J.F. Cahill	SDC Western Region Manager	SDC Consulting Applications Manager W.A. Gilty	SDC Eastern Region Manager R.E. King	SDC Central Region Manager J.F. Korfeind	SDC Southern Region Manager N.R. McBurney	SDC Systems Development and Techniques Manager J. Rossini	SDC Finance Manager L.W. Shively
Planning Specialist M.C. Morgan	Manufacturing and Distribution Systems Development Manager J. Crowell	Energy and Transportation Systems Development R. Smith	Banking and Finance Systems Development Manager E. Scott	Order Services and Business Systems Development Manager C. Weish	Energy and Business Systems Development Manager M. Friend	MARK III DDP Support Manager E. Ripley	Project Control Manager W. Bates
	Order Services and Business Systems Development Manager S. Carlson	Order Services and Distribution Systems Development Manager C. Hamilton	Business Systems Development Manager B. Savage	Banking and Business Systems Development Manager H. Ansel	Dedicated Support Systems Development Manager F. Gargallo	MARK 3000 Systems Development Manager J. Nelson	Data Administration Specialist M. Gilbertson
	Dedicated Support Systems Development Manager P. Rakich	Banking and Finance Systems Development Manager A. Lee	Order Service Systems Development Manager J. Burbine	Manufacturing MARK 3000 Systems Development Manager T. Jared	Manufacturing Order Services Systems Development Manager J. Travis	Standards and Techniques Manager	
	Banking and Finance Systems Development Manager D. Aaronson	Manufacturing Systems Operations Manager	Manufacturing Systems Development Manager M. Hasson	Consulting Specialist R. Aitchison	Government and Business Systems Development Manager E. Isaacs		
	Energy and Business Systems Development Manager D. Ina		MARK 3000 Systems Development Manager R. Suna		Atlanta Business Systems Development Manager A. Goetz		
	MARK 3000 Systems Development Manager J. Boetlike		Dedicated Support Systems Development Manager J. McNulty				
			GE and Business Systems Development Manager T. Vennesland				
			Telephone Industry Systems Development Manager D. Woolley				

Technology Operations Organization



Technology Operations Organization continued

Engineering Department
Vice President and
General Manager

R.R. Hench

MARK III Systems Manager G.O. Mueller	Communication and Distributed Systems Manager R.D. McCalley	Applications Systems Manager F.D. Montgomery	MARK 3000 Systems Manager G.L. Senese	Systems Engineering Manager M.F. Howard	Financial Planning and Analysis Manager J.M. McGaha	MIMS Systems Manager C. Carpenter	Advanced Engineering Manager D.L. Shell
MARK III Foreground Programs Manager G.L. McIvry	Communication Systems Software Manager L.J. Mauceri	Business Information Systems Manager J.R. Schmid	Operating Systems Manager L.E. Anderson	Project Planning and Management Manager 	Financial Analysis Manager J.P. Lyons	Senior Consulting Specialist T. Rochford	Software Architect J.D. Miller
MARK III Foreground Support Manager J.G. Alderson	Distributed Systems Software Manager J. Keough	Application Techniques Manager R.F. Bretagne	On-Line Systems Manager 	Engineering Development Programs Manager L.K. Stanton		Administration Manager D.M. Hickey	Senior Consulting Engineer A.M. Morgan-Voyce
MARK III Background Systems Manager J.A. Porter	Advanced Communication Systems Manager C.T. Brook	Financial Information Systems Manager J.M. Loughry	Systems Support Manager J.C. Beall	Systems Analysis Manager G.H. Wedberg		International Product Support Manager A.J. Fink	Hardware Architect J.J. Perron
MARK III Hardware Manager R. Boza	Communication and Distributed Systems Hardware Manager F.I. Bova	HCA National Support Manager J.E. Lyfe		Engineering Services Manager W.F. Marshall		Product Services Manager F. Woo	
MARK III Foreground Languages Manager M.R. Field		Health Care Systems Manager R. Glover		Advanced Technology Consulting Specialist H.W. Anderson			
		Data Management Systems Manager H.R. Moore					
		Microprocessor Systems Manager K.A. Schwab					

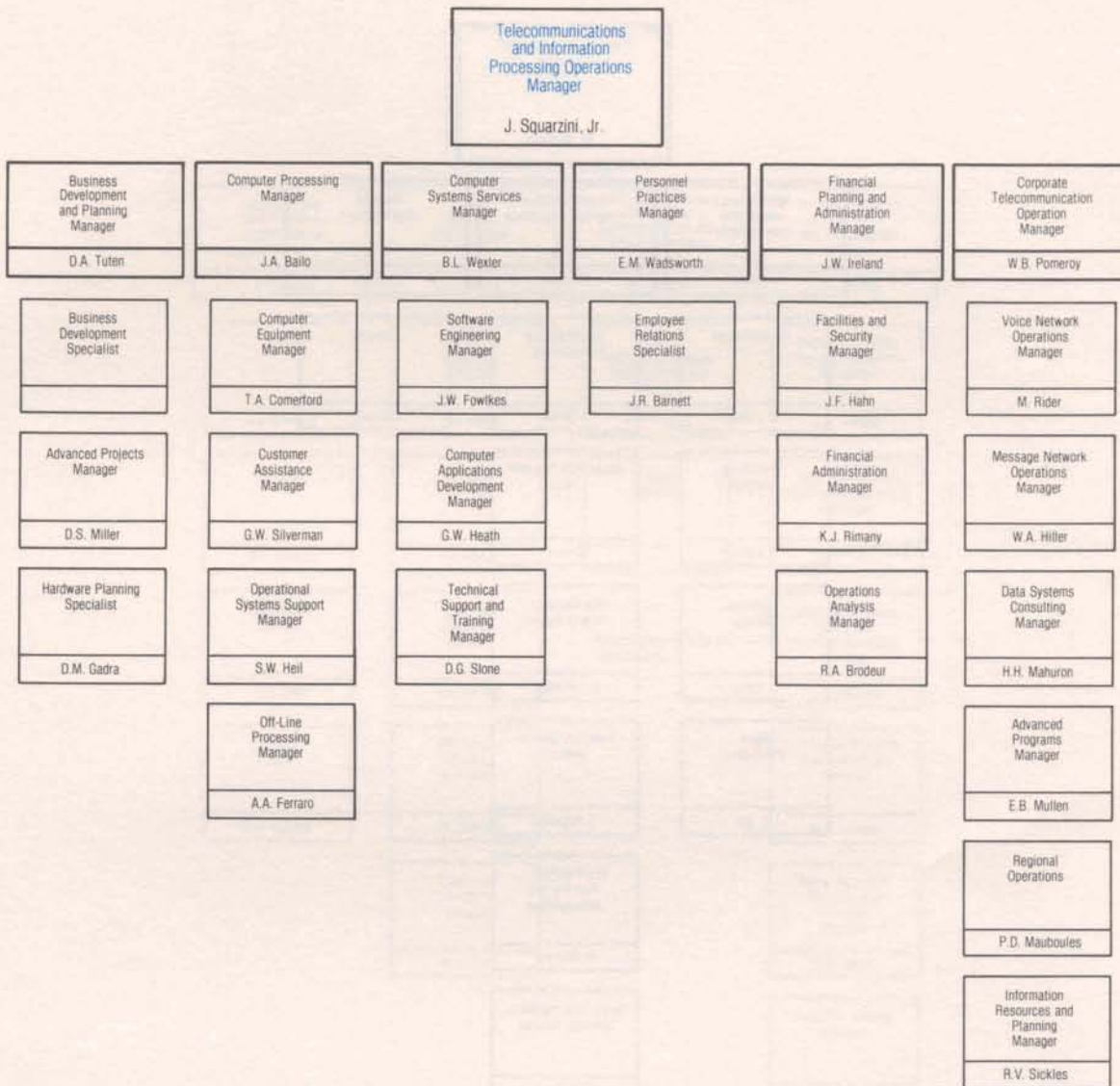
Technology Operations Organization continued

Systems Operations
Department
Vice President and
General Manager

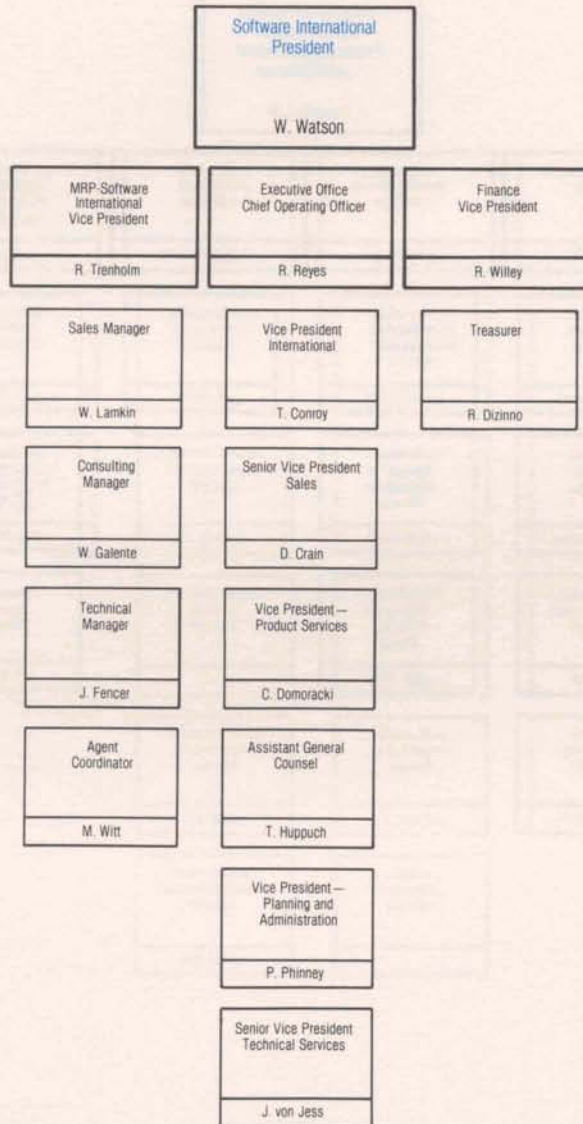
T.J. Little

European Operations Manager R.J. Lewis	Financial Planning and Analysis Manager J.S. Struck	Materials and Facilities Operations Manager J. Jolkovski	Network and Field Service Manager T.E. Taylor	Quality Assurance Manager L.V. Campbell	Remote Processing Manager T.C. Schuyler	Systems Planning Operation Manager 	Supercenter Operations Manager M.F. Szot
European Supercenter Operations Manager K. vanderSanden	Financial Analysis Manager N. Riedrach	Facilities Projects Manager A.E. Paul	Network Service Southern Region Manager J.W. Hines	Communication and Distributed Systems Quality Manager J.S. Keene	Erie Processing Center Manager W.W. Dyer	Communications Systems Planning and Analysis Manager 	Maryland Supercenter Manager M.F. Mulligan
European Network/UK Manager W. Haslam	Special Projects Manager R.P. Stotz	Hardware, Contracts and Purchasing Manager J. Touch	Network Service Northeast Region Manager C. Galloway	MARK III Quality Manager D.W. Ivey	Health Care Services Manager D.E. Vemot	Processing Systems Planning Analysis MARK III Manager W.R. Bacon	Ohio Supercenter Manager A.F. Jones
European Network/North Manager R. Wozencroft	European Finance and Administration Manager J.H. deBruin		Network Service Support Manager 	MARK 3000 Quality Manager C.L. Merrick	Lynchburg Processing Center Manager R.P. Bullock	Processing Systems Planning and Analysis MARK 3000 Manager V.N. Eubanks	Host Access Operations Manager J.L. Chokas
European Network/South Manager W. Haslam	Systems Department Information Systems Manager L.A. Capriotti		Network Service Western Region Manager R.A. Walsh	Quality Plans and Programs Manager C. Harrison	Philadelphia Processing Center Manager N.M. Purves	Network Operations Far East Manager L. Geller	Processing Systems Deployment Manager E.D. Simshauser
European Operations Planning Manager 	Capacity Financial Planning and Analysis Manager 		Communication Systems Deployment Manager R.E. Kaiser	Quality Engineering Manager 		Network Operations Australia Manager K. Styles	
European Operations Facilities and Services Manager W. de Jong							
Network Operations Engineering Support Manager D. Lillywhite							

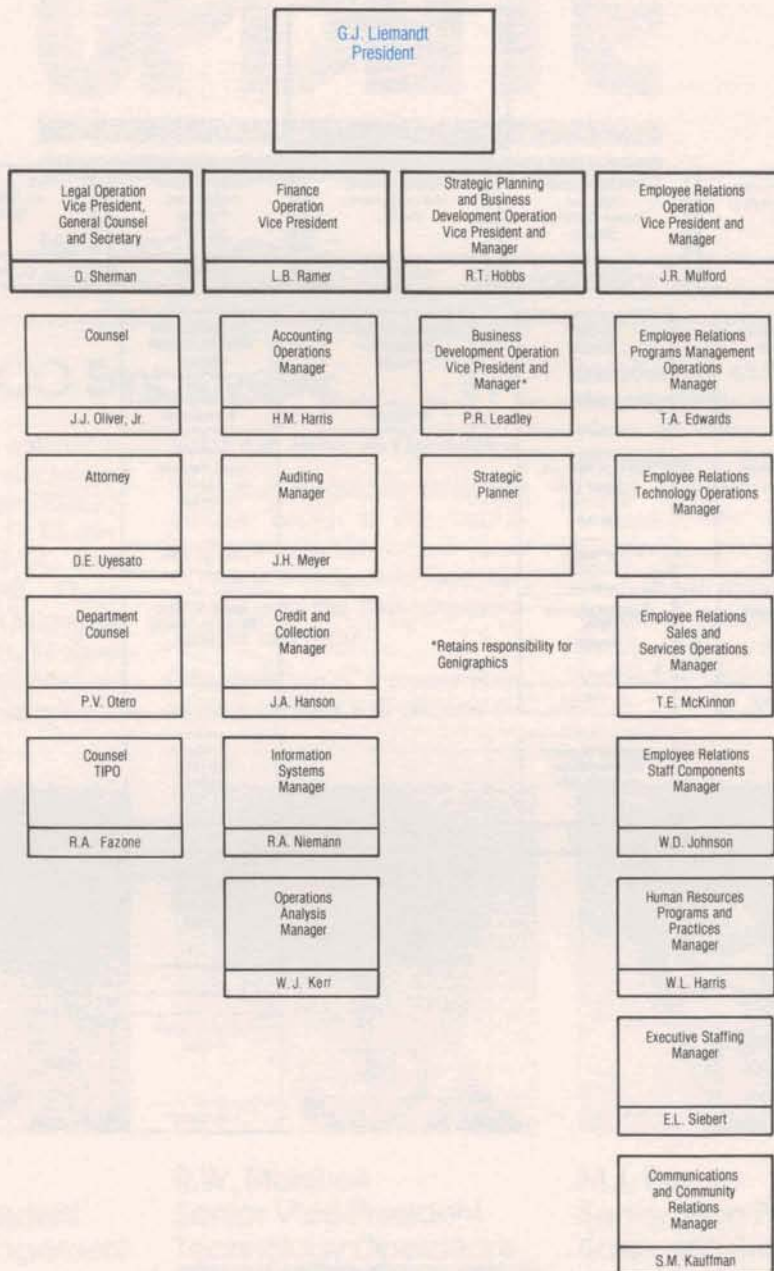
Technology Operations Organization continued



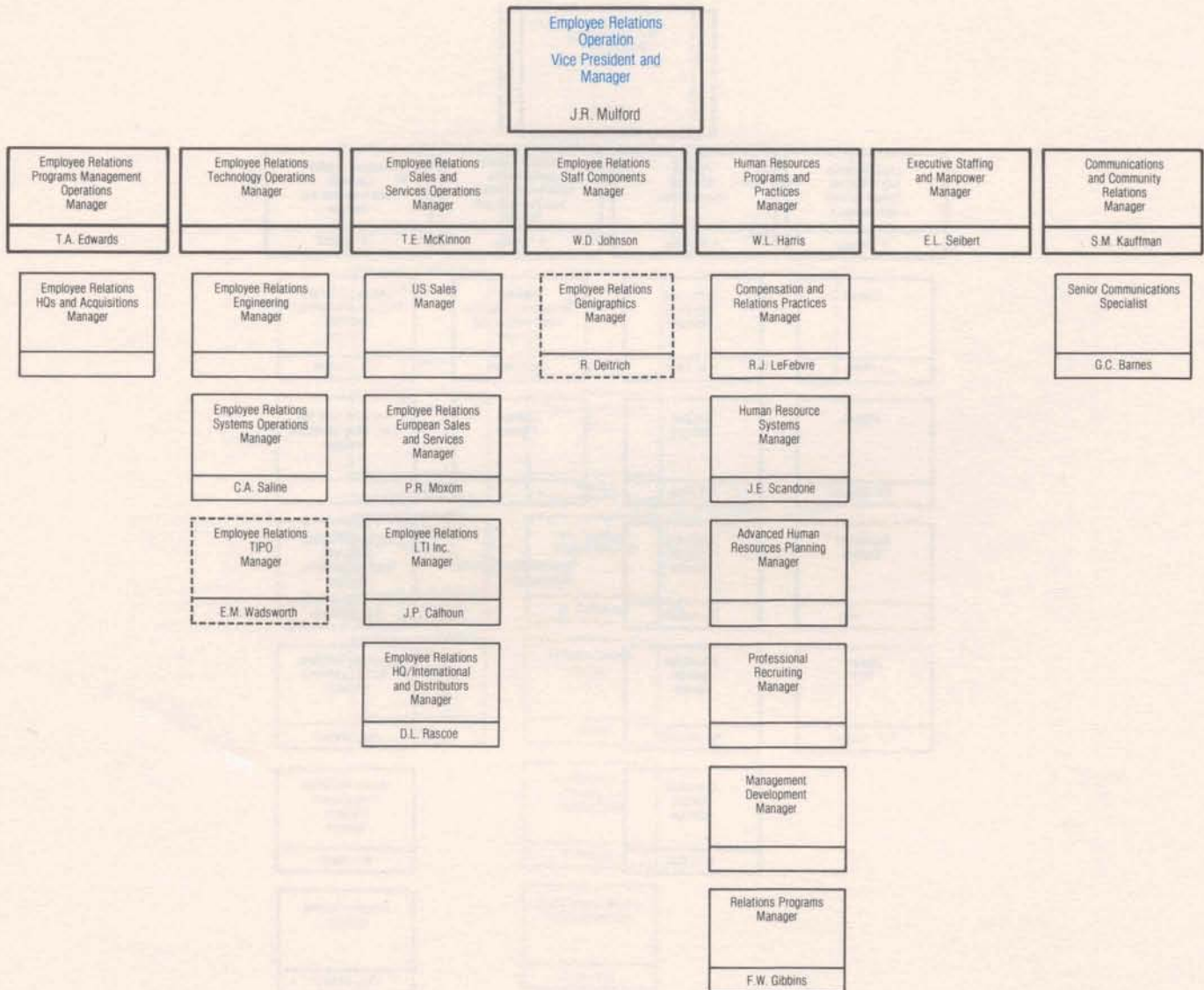
Technology Operations Organization continued



GEISCO Staff Functions



Employee Relations Operation



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